

**Umbrellas and Parasols.**

Our first showing of the new 1904 Parasols is to-morrow. Enough said—we know you'll come. In Umbrellas we make you an offer that will also prove a strong attraction.

Ladies' Pure Silk Umbrellas, in black, blue, red or green, with natural sticks; also Umbrellas of black taffeta silk, with beautiful handles of sterling silver, pearl, horn or ivory; some are \$4 umbrellas, others are our regular \$2.50, \$2.75 and \$3.00 grades—all placed on our Second Floor Umbrella Counter to-morrow and marked.

**\$1.50****Nugent's****Sheets and Pillow Cases.**

We've just unpacked several cases of beautifully embroidered Sheets and Pillow Cases, which you'll admire when you visit our basement to-morrow; also some new Embroidered Flannels for women's and children's skirts—they're very pretty, yet inexpensive; or if you're not interested in embroidered goods, here are some strong values in plain sheets

600 dozen 72x90-inch 65c Unbleached Sheets for ..... 38c  
 1,000 dozen 72x90-inch 65c Bleached Sheets for ..... 38c  
 1,000 dozen 72x90-inch 65c Bleached Sheets for ..... 48c  
 1,000 dozen 81x90-inch 75c Heavy Bleached Sheets for ..... 58c

**SPRING OPENING****Art Needlework.**

A charming collection of new artistic decorative things that you'll be delighted with! As a special inducement to bring you, we will sell Monday just 50 dozen pretty Pillow Girdles (cord with tassels), 3 1/4 yards long, mercerized or silk and mercerized; worth 25c and 50c—for only, each..... **19c**

Fashion's doors swing wide open here to-morrow, revealing the very cream of spring styles---the perfection of correct and novel conceptions in new Millinery, new Suits and Wraps, new Silks and Fabrics, new Ribbons, new Gloves, new everything, marked at low cash prices that mean the extreme limit of good values.

*An unparalleled opportunity to find out what the new fashions are!***Our New Catalogue**

For Spring and Summer is ready and will be sent free upon application, together with a handy double map, showing on one side the St. Louis street car systems and on the other side a complete map of the World's Fair Grounds, buildings and entrances.

**Handkerchiefs.**

Beautiful sample line from a Belfast maker—each handkerchief still attached to its original card. Also some odd lots from the same concern, which we secured for a trifle.

Women's hand-embroidered all-linen initial Handkerchiefs, in fancy designs, and worth 15c to 25c each—also 19c qualities of women's sheer linen hemstitched Handkerchiefs, with assorted hems—your choice Monday for..... **10c**

Sample Handkerchiefs on cards—hundreds of charming designs and no two exactly alike, worth regularly 25c to 50c each—an exceptional chance to secure a fine handkerchief for..... **12 1/2c**

Men's imported white hemstitched novelty Handkerchiefs, with pretty line and dot centers, would be excellent values at 50c—here to-morrow..... **19c**



THE "CHARLOTTE CORDAY,"  
Newest Paris Creation, by  
Madame Carlier.

Draped Picture Hat—A "Georgette"—Facing of drooping green foliage, with full lace draperies on brim and falling over at the back; crown finished with wreath of pompadour roses and buds, with knots of shaded light blue ribbon—one of the daintiest conceptions possible.

We could fill this page with mention of the various beauties to be seen here to-morrow, but these few must suffice. Every design this season is a modification of the Louis XVI period, with large quantities of lace festoons, small, dainty flowers, gold laces, gold trimmings, gold tissues, tassels and cords, colored laces, etc. The pompadour shades are very popular together with pretty grays and browns.

IN ADDITION TO THESE PARIS MODEL HATS WE WILL SHOW A SUPERB LINE OF IMPORTED TOQUES AND BONNETS, HUNDREDS OF NEW YORK MODEL HATS AND A BEWILDERING DISPLAY OF CREATIONS FROM OUR OWN WORKROOMS, PRICED TO SUIT ANY PURSE.

**Our Millinery Opening!**

A Magnificent Collection of

**FRENCH MODEL HATS!**

Direct importations for this season, comprising new ideas, striking novelties and graceful shapes! All Model Hats and no two alike! From the famed Paris shops of

GEORGETTE, MME. CARLIER, SUZANNE BLUM,  
MON. LEWIS, ESTHER MEYER, SUZANNE & BARAULT,



AN "ESTHER MEYER,"  
The New Pointed Sailor with Veil.

"THE LINGERIE HAT,"  
A decided innovation, designed and executed by  
Madame Carlier.

Torpedo-Shaped Turban—A "Carlier" of golden-brown straw, with fancy straw medallion of a darker shade; a full draped scarf of brown lace passes around the crown, and falls gracefully to the waist at the back; each side is tastefully finished with bunches of clove pink rosebuds.

**Linens.**

A few crowd-bringing items for the opening sale!

Toweling—All-linen brown kitchen Toweling—washed, ready for use, 10c quality—per yard..... **8 1/2c**

Towels—Large huck Towels, of heavy union linen, all white or with red borders—12 1/2c towels for..... **10c**

Plain Linen for shirt waists, 36 inches wide, shrunk, ready for use, worth 45c—per yard..... **30c**

Damask—Turkey red in pretty patterns—a 50c quality at, per yard..... **35c**

Euchre Cloths of fancy damask with row of open work—good 75c value for only..... **49c**

Napkins—20-inch full-bleached pure linen breakfast napkins, worth \$1.35 a dozen—Monday..... **\$1.00**

**Silks and Dress Goods.**

Our counters and shelves are now piled high with all the handsomest materials on which Dame Fashion has set her seal of approval.

The New 1904 Silks.  
New Styles and printings in satin swirl and plain will dazzle and Liberty Silks; prices range from **50c to \$1.25**

New Styles in Louisines, Taffetas and Messalines, in neat designs and bourette effects; prices, **50c to \$1.25**

Extra Value—100 pieces of superb Fancy Silks for shirt-waist suits, in navy, brown, green and tan; Monday at..... **59c**

Natural Shantung—200 pieces of this superb fabric at very low prices!

19 inches wide..... **58c**  
 20 inches wide..... **69c**  
 26 inches wide..... **75c**  
 27 inches wide..... **\$1.00**  
 33 inches wide..... **\$1.25**  
 33 inches wide..... **\$1.50**

**Popular Black Dress Goods.**

Especially in vogue are the sheer, light-weight, soft, clinging materials, such as Vellus, Etamines, Eolaines, etc., and the highly lustrous Mohairs and Silians. Here are special offers for this week that you won't be able to duplicate later:

50 pieces All-Wool Black Vellus at, per yard..... **39c**

75 pieces All-Wool Black Vellus at, per yard..... **48c**

50 pieces Black Mohairs and Silians at, per yard..... **50c**

30 pieces Black Vellus Batiste at, per yard..... **50c**

100 pieces 44-inch Black Vellus Etamine and Chiffon Vellus at, per yard..... **75c**

200 pieces "Nugent's Special" 44-inch Black Chiffon Vellus at, per yard..... **\$1.00**

**New Trefousse Gloves.**

The very acme of kid-glove perfection! Superior in every way, so that if you once wear Trefousse Gloves you'll never be satisfied with other makes. All the modish spring colors are shown—the soft, exquisite shades of ponce, pearl gray, beaver, French gray, champagne, mode, gold tan, brown, royal and navy blues. The stitchings are usually in pronounced contrast, and many styles are confined exclusively to Trefousse Gloves.

Trefousse, suede finish. Trefousse, glace finish.  
**\$1.35 to \$2.00 pair \$1.50 to \$2.50 pair**

Special purchase of high-grade Glace and Suede Kid Gloves in well-known makes, including light-weight dress gloves, medium and heavy gloves for those preferring them; also the "Perspiration Proof" and washable kid gloves; not a pair in the purchase worth less than \$1.50, and many well worth \$2.00—your choice in our opening sale at..... **95c**

**New Hosiery and Underwear**

In Hosiery the tendency is toward quiet black or tan, embroidered in small, neat dots or figures, principally on the instep.

Women's Hosiery—Fine imported tan Lisle thread Hosiery, with lace ankles—Sale Price..... **50c**

Imported tan Lisle thread Hosiery, with silk embroidered instep—Opening Sale Price..... **75c**

Lisle Thread Lace Hosiery in serpentine effect—A French novelty—Opening Sale Price..... **\$1.35**

Women's Knit Underwear—Silk Vests, with pretty hand-embroidered yokes; Sale Fr..... **\$1.00**

Imported Swiss Lisle Vests, silk trimmed, four qualities, at **35c, 50c, 75c, \$1.00**

Women's Hosiery—All-over Lace Hosiery, in black or colors, English crepe, etc..... **25c to \$6.50**

Men's Hosiery—Fancy novelties, in stripes, vandyke, fancy weaves, etc.; also new tan shades..... **35c to 75c**

Men's Fancy Lisle Thread Socks, all the new linen shades, hand-embroidered, per pair..... **50c**

Women's Knit Underwear—Vega Silk Vests, in assorted colors, lace yokes, lace trimmed, each..... **50c**

Silk Vests, with silk crochet yokes, hand work; prices range from **\$2.50 to \$6.50**

Always Ahead With the New Spring Fashions in Our Great

**Cloak and Suit Rooms!**

Even last Fall, while others were trying to sell the long-coat suits and the serpentine skirts, Nugent's, alone in St. Louis, rightly predicted the coming styles—the stunning full skirts, the short blouse, Eton and bolero waist effects. Our predictions have been fulfilled almost to the letter, thus justifying our claim to leadership in all that pertains to style in Women's Ready-to-Wear Suits, Wraps, Gowns and Costumes.

We invite you this week to our preliminary spring display, at which we will show

Some New Street Suits, Some New Gowns and Costumes,  
 Some New Shirt-Waist Suits, Some New Coats and Wraps,  
 Some New Models in Skirts, and a complete line of  
 Shirt Waists and Misses' and Children's New Coats & Dresses.

New Gowns and Costumes—Very attractive calling gowns, afternoon costumes, church and theater dresses, etc., made of the new soft taffetas, peau de cygne, massaline, voiles, laces, nets, crepe de Chine, etc. Your attention is particularly called to a lot of gowns and dresses of fine all-silk crepe de Chine, silk lined and with taffeta drop skirts, in black, navy, tan, gray, brown, goblin, white, ciel blue or beige, all sizes, actual \$40.00, \$50.00 and \$60.00 dresses for—  
**\$25.00, \$33.75 and \$35.00**

Street Suits—Stunning Cloth Suits, made of the newest chevots, broadcloths, covert cloths, men's wear cloths and mixtures, with every new and fashionable feature and touch. Prices range from \$75.00 down to as low as..... **\$10.00**

It will pay you to buy early, thus getting the greatest possible amount of wear before hot weather.

New Spring Coats and Blouses—a complete line. Tan Covert Cloth Coats will be the craze this season. We have them **\$6.95, \$10, \$15 up to \$30**

Also black coats in the same models, and new models in silk French blouses and Etons, and in fitted or loose coat effects, at..... **\$15 up**

**Girls' Dresses and Suits for Spring.**

The prettiest assortment you ever saw! White dresses, gingham, chambray and pique dresses, linen suits, serge suits, etc., in hundreds of indescribable styles, all laid on large tables on our second floor ready for your coming.

Confirmation Dresses—A beautiful line of dresses, carefully made of fine Persian lawn, with embroidery, fine tucks and large bertha—  
 all sizes at..... **\$2.50**

Pretty India Linen Dresses—Four rows of wide lace on skirt, four rows and fine tucks in yoke, two rows and edging around bertha, three rows in each sleeve—Nugent's price..... **\$5.00**

School Suits—All-wool chevot 2-piece suits with embroidered emblems at \$3.95 each. "Buster Brown" Suits with leather belt and linen collar at \$5.00 each. Also Regulation and Peter Thompson Suits, of serge, chevot, plain Sicilian or small shepherd checks—all sizes—at, each..... **\$5.00**

New Separate Skirts are very full, with the fullness in flat effects about the hips, the flare coming below the knee and mostly in round lengths. We show a superb line in plain cloths, voiles, Panama cloths, fancy mixtures, etc., at from \$35 down to..... **\$2.50**

A special lot of Walking Skirts of chevot and men's wear mixtures—regular and extra sizes—offered at..... **\$6.95**

Shirt Waists—Our spring line is all in—every one made with plenty of fullness, as it should be, thus insuring both comfort and style. Here are two great specials for Monday:

200 dozen White India Linen and Lawn Waists, trimmed with fine laces and embroideries, and actually worth from \$1.75 to \$2.50 each—choice of all sizes for..... **\$1.00**

Also a lot of about 50 dozen New All-over Lace Waists—very dainty and dressy-looking garments, in all sizes from 32 to 44 bust—would be excellent value at \$5.00 each—in this sale at..... **\$3.95**

Children's Coats—Silk, serge, pongee and cloth coats for all ages—a very handsome assortment at..... **\$2.95 and Up**

Girls' Suits—for ages 12 to 16 years—nobby French blouse styles and Eton or coat styles. Make your selections now while the garments are fresh and the stock complete—here are some \$10 and \$13.50 beauties at.....

Misses' Suits—Eton Suits for young ladies of 15 to 20 years (30 to 36 bust measure), made of fine chevots, in black, blue or brown, also fancy mixtures..... **\$12.75**—suits really worth \$18—This Week for.....

**Dainty Wash Fabrics.**

These show a radical departure from all former seasons, being much more varied in weave, with the loosely woven, nubbed effects especially in favor.

Chambrays—Plain and embroidered, with soft linen finish, in tan, gray, blue, pink, cadet, the new linen color, oxblood, greens, porcelain, etc.—Price..... **15c**

French Shirting Madras in pretty new printed and broche effects on white grounds—exact copies of 50c goods—Per yard..... **18c**

Washable Voile in solid colors, checks, flecked, polka dots, ring dots, splashes and figures. Small designs on cream, navy, black, gray and green..... **20c**

Foulards and Embroidered Liberty Satins, in handsomely printed Dresden, floral and other designs—on white grounds—Price..... **30c**

French Organdie—Exquisite new printings of roses, asters, begonias and other floral effects on cream grounds—light, sheer, soft summery fabrics, for..... **25c**

Pongee Silks—A varied showing of beautiful new styles and colorings in stripes and figures—Price is only..... **35c**

Silk Pongees in plain colors and very attractive broche effects—tan, gun-metal gray, blues, pinks and cream—a very popular wash fabric—Price..... **50c**

Irish Linens—45 inches wide—in the correct weaves and weights—come in tans, blues and browns—Price..... **75c**

**Our Lace Curtain Sale**

Begins its second week to-morrow, and if the first week's business is any criterion, it should be a hummer! The entire purchase is now here—a retreating manufacturer and importer's stock on sale on our third floor at these sensational prices.

Door Panels—Real Irish Point Lace Door Panels, on fine bobbinet with medallion design—worth \$1.00, at..... **55c**

Nottingham Lace Curtains, 3 1/2 yds. long and 41 inches wide—worth \$1.50 a pair—Sale Price..... **85c**

Ruffled Swiss Curtains, 8 yards long and 42 inches wide—coin spots and figures—worth..... **95c**

Nottingham Lace Curtains, 4 yards long by 57 inches wide—worth \$2.75—Per pair..... **\$1.35**

Ruffled Bobbinet Curtains, trimmed with fine edge and insertion—worth \$2.25 a pair—Sale Price..... **\$1.20**

Cable Net Lace Curtains with buttonhole edges—worth \$3.00—Per pair..... **\$1.85**

Bed Sets—Real Renaissance Lace Bed Sets, trimmed prettily with real lace—medallion center and deep flounce—cover for roll to match—really worth \$6.50—in this sale, per set..... **\$3.95**

**An Iron Bed Outfit.**

A complete outfit of 6 articles, offered in our basement to-morrow for only \$6.97! Here's a rare chance to prepare for extra World's Fair guests! The outfit consists of

1 Enameled Iron Bed (single or 1/2 size) All complete  
 1 Good Wave Wire Spring, for  
 1 Good Cotton Top Mattress,  
 1 pair Soft Summer Blankets,  
 1 White Spread,  
 1 Good Feather Pillow,  
**\$6.97**

Spreads—Large 12-4 White Spreads with raised Marcellines patterns—fine quality, for..... **\$1.10**  
 (With fringe and cut corners \$1.35.)

Spreads—Large English Crochet Spreads in floral patterns—only wear a lifetime—Price..... **\$1.35**  
 (With fringe and cut corners, \$1.65.)

Spreads—Large size real Marcellines Spreads—with beautiful raised scroll patterns, at..... **\$1.85**  
 (With fringe and cut corners \$2.25.)

Spreads—12-4 English Satin Marcellines—fine linen weave—raised floral patterns—Price..... **\$2.75**  
 (With fringe and cut corners \$3.15.)

**B. NUGENT & BRO. DRY GOODS CO.**  
 BROADWAY AND WASHINGTON AVENUE.